



VCERA

VENTURA COUNTY EMPLOYEES'
RETIREMENT ASSOCIATION

Introduction to VCERA's 2024 Communications Initiatives

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2024 Communications Initiatives

Today's highlights:

- Brand & Style Guide
- Brand Updates
- New Website
- Workshops
- Stakeholder Outreach
- VCERA Vista Newsletter
- Other Annual Projects

Includes guidance on:

Mission, Values, Voice

Logo Usage

Color Palette

Typography

Writing Style

Photography

Graphics

Social Media

Newsletter

Forms & Publications

Swag

Brand & Style Guide



Brand Highlights - Color Palette

Primary Color

HEX CODE: #024C81

RGB: 2, 76, 129

CMYK: 98, 41, 0, 49

Indigo Dye

Secondary Colors

HEX CODE: #1CA2DB

RGB: 28, 162, 219

CMYK: 87, 26, 0, 14

Picton Blue

HEX CODE: #9DD8F4

RGB: 157, 216, 244

CMYK: 36, 11, 0, 4

Baby Blue

Accent Colors

HEX: #F5DE7D

RGB: 245, 222, 125

CMYK: 0, 9, 49, 4

Jasmine

HEX: #45C456

RGB: 69, 196, 86

CMYK: 65, 0, 56, 23

Dark Pastel Green

HEX: #DBDBDB

RGB: 219, 219, 219

CMYK: 0, 0, 0, 14

Platinum

HEX: #919291

RGB: 145, 146, 145

CMYK: 1, 0, 1, 43

Battleship Gray

HEX: #666666

RGB: 102, 102, 102

CMYK: 0, 0, 0, 60

Dim Gray

HEX: #000000

RGB: 0, 0, 0

CMYK: N, N, N, 10

Black

Brand Highlights - Typography

This set of typefaces best represent the feel of the brand and should be used across all print & web applications. Font size should be no smaller than 12 points.

Calibri

Use for titles and headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Nunito

Use in body paragraphs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*In programs that do not include Nunito, it may be substituted with Aptos or Proxima Nova.

Brand Highlights - Graphics

Use rectangles with soft corners.

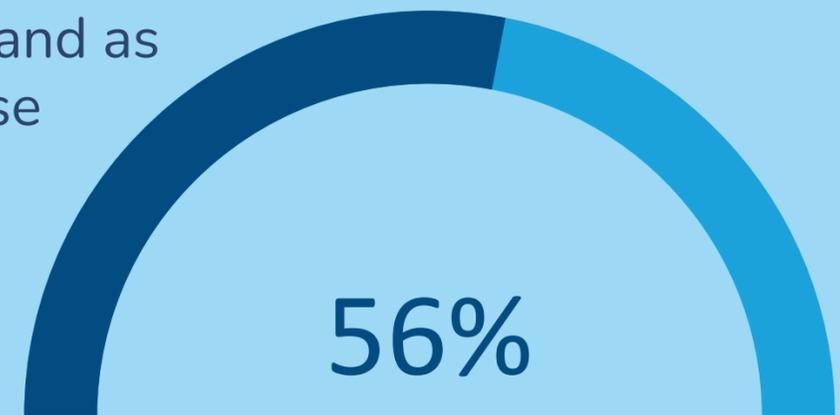
Simple, wave-like graphics are encouraged. These fall in line with the community culture.

Iconography can be used in either outlined or filled circle format.



Use lines to separate headers or content. Keep to a light or medium weight, and always solid.

Keep graph colors on brand as much as possible. Choose the simplest display format possible.



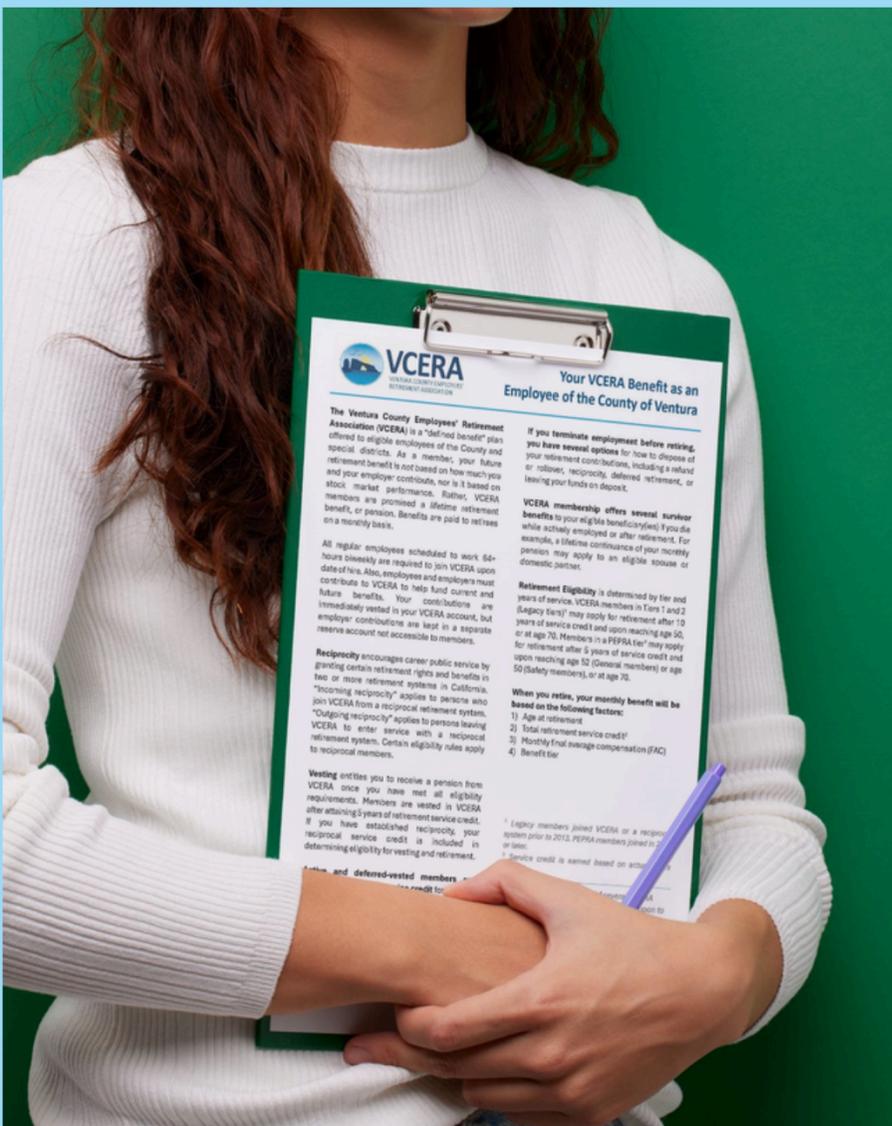
Brand Updates

Updated:

- Some forms & flyers
- Signage, Calendars
- Internal phone lists
- Virtual meeting backgrounds
- Website

Updates underway:

- Forms & publications
- Videos
- Presentations
- Letterhead & other templates



New Website Rollout

Rollout Date: September 5, 2024

Highlights:

- **Vertical layout of home page**, featuring a 'Get Started' section, 'Updates & Alerts' section, 'Planning & Guidance' section
- **The Members tab** features descriptive tiles, and Active, Deferred, and Retiree sub-pages are now listed in one place instead of two
- **The Board of Retirement page** now has its own separate menu tab, allowing for easier access to all BOR information
- **Investments, Financials, and Staff Directory** now located under About VCERA
- **Reflects our brand colors and identity**



Workshops

VCERA participates in County-sponsored retirement workshops for employees, and holds custom workshops for individual employers.

In August 2024, we held a retirement workshop tailored for Courts employees.

We are targeting late 2024 or early 2025 for a retirement workshop with Ventura County Fire.

We also plan to present to VRSD and APCD.

These custom workshops will be held on an annual basis.



Stakeholder Outreach

Includes:

- News posts on website
- Updates to the Alameda information email list
- New Employee Orientation (new video underway)
- Other informational videos
- Events, including career fairs or open houses



VCERA Vista Newsletter

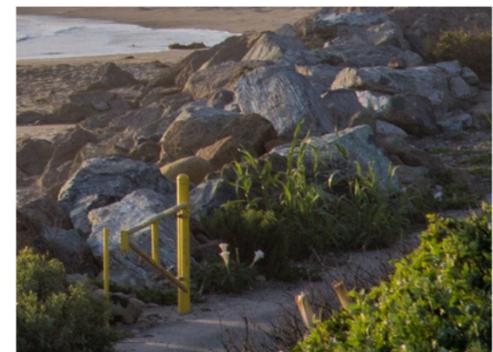
Why Vista?

- English and Spanish meaning
- Positive, forward-looking
- Moment in time
- Our view, plus members' view into what we are doing
- Indicates beautiful imagery

Newsletter includes:

- Updates from the Retirement Administrator & CIO
- Alameda update information
- Informational articles
- Important dates

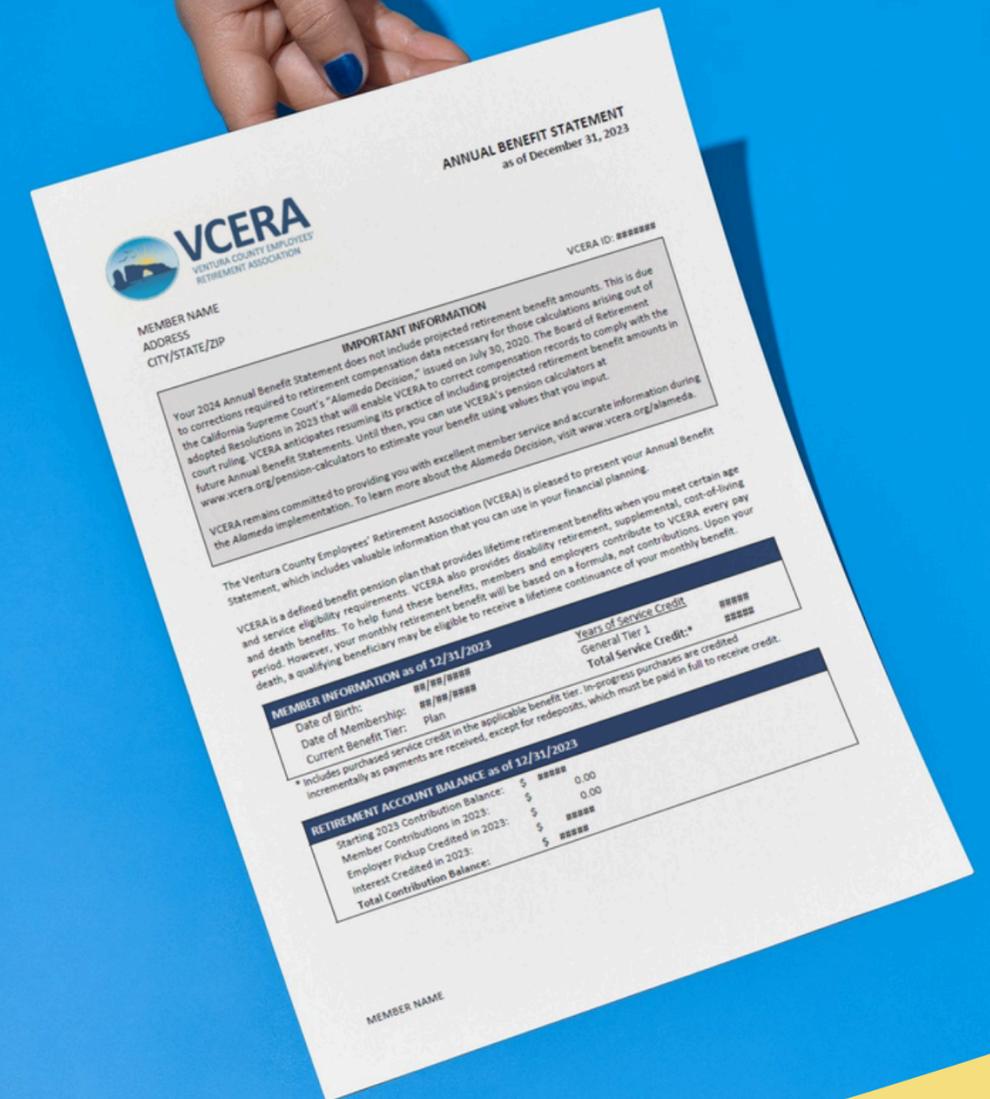
Targeting Fall 2024



Other Annual Projects

Includes:

- Annual Comprehensive Financial Report (ACFR) - December
- Annual Benefit Statements - April





VCERA

Thank you - Questions?